



KNXV

# ORDER

Print Date 10/09/12

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Flight Dates **10/02/12-10/12/12**

Contract / Revision **304387 /** Product **Kirkpatrick for Congress 2012**

Original Date / Revision **07/11/12 10/09/12** Agency Com **15%**

Advertiser **Kirkpatrick / Democrat / Con** Billing Contact

Agency **Media Strategies and Resea** **1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Buying Contact Sales Office **KNXVL**

**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203** Sales Region **LOC**  
Agency Ref

Primary Account Executive  
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Sep **00:13:00**

Estimate # **11365**

Alt Order #

Billing Type **Cash**

Order Type **GENERAL**

Billing Cycle **EOM/EOC**

Billing Calendar **BROADCAST**

Demographic **A35+**

Rev Codes **POL POL CAND**

Product Codes **DO**

Priority **P-6**

Advertiser Ref

Order Share 15% Market Value 143000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	121550

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	56	\$18,232.50	\$21,450.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$18,232.50</b>	<b>\$21,450.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/12/12	56	\$18,232.50	\$21,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
N 1	KNXV	10/02/12	10/08/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11111--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	- 1111--	4		\$150.00		0.00						
Week: 10/08/12		10/08/12	10/14/12	1-----	1		\$150.00		0.00						
N 2	KNXV	10/02/12	10/08/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11111--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/01/12		10/01/12	10/07/12	- 1111--	4		\$150.00		0.00						
Week: 10/08/12		10/08/12	10/14/12	1-----	1		\$150.00		0.00						



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Contract / Revision **304387** Flight Dates **10/02/12-10/12/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/09/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KNXV	10/04/12	10/04/12	M-F 10am-11am The View	CM	10am-11am	---1---	:30	1	\$300.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---1---	1		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/01/12-10/07/12		M-F 10am-11am	10am-11am		---Th----	:30	\$250.00	0.00	NM			
N 4	KNXV	10/02/12	10/08/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	1-1----	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	--1----	1		\$150.00		0.00					
Week:		10/08/12	10/14/12	1-----	1		\$150.00		0.00					
N 5	KNXV	10/02/12	10/05/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	-1--1--	:30	2	\$200.00	P-6	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1--1--	2		\$200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/01/12-10/07/12		M-F 2pm-3pm	2pm-3pm		-T---F----	:30	\$175.00	0.00	NM			
2	KNXV	10/01/12-10/07/12		M-F 2pm-3pm	2pm-3pm		-T---F----	:30	<del>(\$175.00)</del>	0.00	NM			
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for political FX MJ 10/3]														
N 6	KNXV	10/02/12	10/08/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$300.00	P-6	0.00 NM	4	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1111--	4		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KNXV	10/01/12-10/07/12		M-F 430pm-5pm	430pm-5pm		-TWThF----	:30	\$150.00	0.00	NM			
3	KNXV	10/01/12-10/07/12		M-F 430pm-5pm	430pm-5pm		-TWThF----	:30	\$150.00	0.00	NM			
4	KNXV	10/01/12-10/07/12		M-F 430pm-5pm	430pm-5pm		-TWThF----	:30	\$150.00	0.00	NM			
Week:		10/08/12	10/14/12	1-----	1		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	KNXV	10/08/12-10/14/12		M-F 430pm-5pm	430pm-5pm		M-----	:30	<del>(\$225.00)</del>	0.00	NM			
Credited														
N 7	KNXV	10/02/12	10/02/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-1-----	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1-----	1		\$250.00		0.00					
N 8	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$400.00	P-6	0.00 NM	15	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-1111--	4		\$400.00		0.00					



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Contract / Revision **304387** Flight Dates **10/02/12-10/12/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/09/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	KNXV	10/02/12	10/08/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$400.00	P-6	0.00	NM	15	\$3,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		\$300.00		0.00	NM		
2	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for political (P3 and above) MJ 10/2]															
3	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		\$300.00		0.00	NM		
[relog per SMC. MJ 10/3]															
4	KNXV	10/01/12-10/07/12		M-F 5pm-530pm	5pm-530pm		-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for political MJ 10/4]															
6	KNXV	10/06/12-10/06/12		Sa 4pm/5pm News	4-430p		-----Sa--	:30		\$350.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
7	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
8	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
9	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
10	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
11	KNXV	10/08/12-10/14/12		M-F 430-5am	430-5am		MTWThF----	:30		\$20.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
12	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
13	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
14	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
15	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
16	KNXV	10/08/12-10/14/12		M-F 5-6am	5am-6am		MTWThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
17	KNXV	10/11/12-10/11/12		Prime News	8p-9p		---Th-----	:30		\$700.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
18	KNXV	10/11/12-10/11/12		Prime News	8p-9p		---Th-----	:30		\$700.00		0.00	NM		
Ⓜ MG for 9.3,9.4,10.4,5.2,8.4,8.2															
Week:		10/08/12	10/14/12	1-----	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	10/08/12-10/14/12		M-F 5pm-530pm	5pm-530pm		M-----	:30		<del>(\$550.00)</del>		0.00	NM		
Credited															
N 9	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$500.00	P-6	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-1111--	4		\$500.00		0.00						



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Contract / Revision **304387** Flight Dates **10/02/12-10/12/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/09/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	KNXV	10/02/12	10/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$500.00	P-6	0.00 NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- 1111 - -	4		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	- TWThF - - - -	:30		\$350.00		0.00 NM		
2	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 9.6,9.7 [program change preempt rv 9/6]														
3	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18														
4	KNXV	10/01/12-10/07/12		M-F 6pm-630pm		6pm-630pm	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [na for politicals P3 and higher MJ 10/2]														
6	KNXV	10/03/12-10/03/12		Prime News		8p-9p	- - W - - - - -	:30		\$500.00		0.00 NM		
Ⓜ MG for 10.2,9.2														
7	KNXV	10/03/12-10/03/12		Prime News		8p-9p	- - W - - - - -	:30		\$500.00		0.00 NM		
Ⓜ MG for 10.2,9.2														
Week:		10/08/12	10/14/12	1 - - - - -	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KNXV	10/08/12-10/14/12		M-F 6pm-630pm		6pm-630pm	M - - - - - - -	:30		\$550.00		0.00 NM		
N 10	KNXV	10/02/12	10/08/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- 1111 - -	4		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/01/12-10/07/12		M-F 630pm-7pm		630pm-7pm	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 9.6,9.7 [program change preempt rv 9/6]														
4	KNXV	10/01/12-10/07/12		M-F 630pm-7pm		630pm-7pm	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16,8.17,8.18 [oversold by 7]														
Week:		10/08/12	10/14/12	1 - - - - -	1		\$500.00		0.00					
N 11	KNXV	10/02/12	10/02/12	Tuesday Prime B DWTS Results	CM	8pm-9pm	- T - - - - -	:30	1	\$4,000.00	P-6	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- T - - - - -	1		\$4,000.00		0.00					
N 12	KNXV	10/04/12	10/04/12	Thursday Prime A Last Resort	CM	7pm-8pm	- - - T - - -	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- - - T - - -	1		\$2,000.00		0.00					
N 13	KNXV	10/02/12	10/08/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- 1111 - -	4		\$600.00		0.00					
Week:		10/08/12	10/14/12	1 - - - - -	1		\$600.00		0.00					
N 14	KNXV	10/06/12	10/06/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S -	:30	1	\$300.00	P-6	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	- - - - - S -	1		\$300.00		0.00					
N 15	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$600.00	P-6	0.00 NM	1	\$600.00



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Contract / Revision **304387** Flight Dates **10/02/12-10/12/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/09/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11365**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N15	KNXV	10/07/12	10/07/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00				
N16	KNXV	10/03/12	10/08/12	Nightline Nightline	CM	1035pm-1102pm	1-111--	:30	4	\$250.00	P-6	0.00	NM	4	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--111--					3	\$250.00		0.00				
Week:		10/08/12	10/14/12	1-----					1	\$250.00		0.00				
N17	KNXV	10/10/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	--WTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--WTF--					1	\$350.00		0.00				
N18	KNXV	10/11/12	10/11/12	Prime News Prime News	CM	8p-9p	---T---	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---					1	\$500.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	56	\$21,450.00

\*Tax 1 Note: Tax 0.5%.